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## El Salvador

## Exporter Guide

### 2000

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#### Report Highlights:

**This report provides an excellent tool for U.S. exporters looking for new markets. El Salvador is a very dynamic country, with an annual GDP growth above 3 percent for the past five years. In addition, the Salvadoran consumer is very familiar with U.S. food/beverage products and considers them of higher quality. Of all sectors reviewed in this report, the retail sector offers the most opportunities for growth of U.S. sales. This is because of the tremendous growth in the supermarket industry.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Annual Report  
San Salvador [ES1], ES

## Table of Contents

I. MARKET OVERVIEW .....	<a href="#">Page 1 of 16</a>
II. EXPORTER BUSINESS TIPS .....	<a href="#">Page 3 of 16</a>
III. MARKET SECTOR STRUCTURE AND TRENDS .....	<a href="#">Page 7 of 16</a>
IV. BEST HIGH-VALUE PRODUCT PROSPECTS .....	<a href="#">Page 11 of 16</a>
V. KEY CONTACTS AND FURTHER INFORMATION .....	<a href="#">Page 11 of 16</a>
APPENDIX I. STATISTICS .....	<a href="#">Page 14 of 16</a>
A. KEY TRADE & DEMOGRAPHIC INFORMATION - 1999 .....	<a href="#">Page 14 of 16</a>
B. CONSUMER FOOD & EDIBLE FISHERY PRODUCT IMPORT .....	<a href="#">Page 15 of 16</a>
C. TOP 15 SUPPLIERS OF CONSUMER FOODS & EDIBLE FISHERY PRODUCTS .....	<a href="#">Page 16 of 16</a>

## I. MARKET OVERVIEW

### Business Climate:

The GOES is currently forecasting a 3.5 percent GDP growth in 2000, up from the 2.6 percent posted in 1999. Inflation rate in 1999 was -1.0 percent. Other positive business climate features include a stable currency (\$1.00=8.75 colones), rising international reserves, a low debt burden, continued tariff reductions, streamlined customs procedures, and completion of the GOES's program to privatize basic infrastructure such as telecommunications and energy distribution and the administration of pension funds.

In 2000 consumer spending has slowed down due to economic damage caused by El Niño and Hurricane Mitch; and part to a delay in public spending due to the Presidential elections of mid-1999. Low prices for coffee and sugar (two largest export commodities) have also hampered the nation's economy.

The present Salvadoran Government (GOES) is committed to an open market economy. With the reduction of import tariffs and removal of almost all non-tariff trade barriers, the climate for successful business in El Salvador has improved significantly during the last few years. The Salvadoran businessman is very sharp and likes to stay abreast on all business issues. The privatization of the banking system has created an array of financing options for local importers. In addition, establishing good standing credit with foreign suppliers, who in turn might extend payment terms, complements the availability of funds to transact business. Customary business practices in El Salvador are very similar to those in the U.S. Salvadorans are very open, frank and rely on trust among the parties involved.

El Salvador is a unique, dynamic market. Most large importers/distributors are members of the Salvadoran Distributors Association (ADES). ADES manages the relationship of its members with local retailers, wholesalers and supermarkets. The Salvadoran consumer is very familiar with U.S. products and is a avid purchaser of quality goods. Almost 1.3 million Salvadorans reside in the U.S., and they remit close to 1.5 billion dollars to relatives in El Salvador. The remittance in turn raise the disposable income and expenditures of Salvadoran consumers (shoppers). Many Salvadorans have become "Americanized". The typical consumer believes that U.S. products are of superior quality and is generally willing to pay a premium price. Nevertheless, the relatively high price of U.S. products can be a constraint to increased market share and attracting new customers. In addition, while opportunities exist for U.S. suppliers, competition from Central America, Mexico, Chile and the European Union (EU) is stiff.

In El Salvador, consumer-ready foods are moved by distributors through a number of channels. Supermarkets are the principal outlets, but a fair amount is moved through wholesalers who may be supermarket owners themselves or who may be middlemen delivering products to smaller stores. Distributors normally handle product on an "exclusive" basis, most often as representatives of a line of products.

### Market Opportunities for High-Value Consumer Foods/Beverages and Edible Fishery Products:

- Consumers are spending slightly less and that is affecting sales of higher priced food and beverage products. As a result, some of these U.S. products have suffered.
- Salvadorans spend approximately 43 percent of their income on food.
- In 1999 according to U.S. Bureau of Census figures, U.S. agricultural and edible fishery product exports to El

Salvador totaled \$ 199.7 million.

- U.S. Exports to El Salvador in the consumer-oriented product category reached a record \$34.7 million in 1999. This is a 26.6 percent increase compared to 1998.
- A large portion of El Salvador's imports of consumer-oriented products are actually registered as imported by Guatemala. The main reason is that most containers come through Guatemala's Santo Tomas port and even though they are in transit to El Salvador, local customs officials tally them as Guatemalan imports.
- Population growth was 2.0 percent in 1999.
- It's estimated that 49 percent of the population lives in urban areas. There are four major cities: San Salvador, San Miguel, Santa Ana and Sonsonate. The capital city of San Salvador accounts for approximately one-third of the country's 6.2 million population (1999 revised data).
- Households earning \$ 400 per month and above are considered to be in the middle to middle-upper income classes. There are approximately 460,000 households in this category and as might be expected 60 percent reside in urban areas. It is estimated that about 1.2 million people or 15 to 20 percent of the population is middle class.
- Lately growth in the supermarket industry has taken place mainly in the working class populated areas of the capital and in towns and cities with populations that range from 50,000 to 250,000.
- Consumers are increasingly doing their food purchases in supermarket stores and shifting away from the traditional open air markets as well as mom and pop stores.

In summary, there are at least 1.2 million consumers or 20 percent of the population who are buying U.S. consumer-ready products. With an increase of housewives joining the labor force and a decline in the number of domestic employees to assist in food preparation, the demand for convenience and fast foods will increase. The positive association with U.S. brands is a major advantage over competitive products from other countries. All distributor and supermarket management agree that the Salvadoran consumer has brand loyalty. In addition, as the market grows, an expansion of foreign supermarket chains and a consolidation of local and foreign ones continues to take place. This trend will definitely increase the demand for imported products into the local market.

### **Advantages and Challenges Facing U.S. Products in El Salvador**

Advantages	Challenges
U.S. food products are viewed as of higher quality	Selling higher priced U.S. products
Large Salvadoran community in the U.S. remits \$ 1.5 billion per year and familiarizes relatives with U.S. brand products	With the reduction of tariffs within the Central American region, competition for retail shelf space has increased
Expanding supermarket industry creates opportunity for new to market products	A devalued peso has aided introduction of Mexican products into this market
Shipping costs for container cargo lower than the competition from outside Central America	Apathy of U.S. exporters toward the Salvadoran market because of the past civil war and the small size of the market
Well stocked inventories of U.S. products	Distributors concerns about receiving from U.S. suppliers either out-dated or soon to be out-dated products.
Consolidation of products by brokers in Miami, FL.	Lack of service and marketing strategy for the local market
Growing demand for convenience and fast food products	Trend towards tougher labeling laws
Variety of products and sizes	Need for more frozen and refrigerated equipment
Increased use of ready to eat products by time- pressed households	Competition from Mexican products due to lower tariffs derived from the recent signing of a free trade agreement

## II. EXPORTER BUSINESS TIPS

### Business Customs:

Salvadoran business relationships and meetings are, at first, formal. One is expected to use proper titles, shake hands before and after your meeting, and not to use a person's first name until a relationship has been solidified. Salvadorans commonly use titles such as Licenciado (meaning a college graduate), Ingeniero (engineering graduate), or Doctor (used both for physicians and lawyers). These are followed by the person's last name.

El Salvador tends to be very much a business card society and it is important upon first meeting someone to exchange business cards with him or her. It is an excellent practice to have a ready supply of business cards in Spanish.

Breakfast meetings are common and begin about 7:30 a.m. Lunches and dinners can become lengthy affairs (2-3 hours), so it is advisable to not plan a tight schedule around them. Dinners start late by U.S. standards, frequently at 8:00 or 9:00 p.m. Lunch is usually at 12:30 p.m.

## **Consumer Tastes and Preferences:**

The four basic foods for the vast majority of the population in order of importance are: tortillas from white corn, beans, eggs, and rice. Bread, milk, meat, fruit, vegetables (fresh, canned and frozen), snacks and juices are readily consumed in varying quantities depending upon income level. Generally, people living in the city consume more bread and meat and less tortillas and beans.

Salvadoran consumers are very familiar with U.S. style food. Most U.S. fast food franchises have outlets in El Salvador. Food courts located in shopping malls are popular and viewed as a perfect place to socialize. Delivery service has caught on quickly in this market.

As more women join the labor force, there is less time for meal preparation at home. In addition, domestic servants are finding better paying jobs in the growing maquila (cut and sew) industry. As a result, the average household wife is changing her preference towards ready to eat meals.

U.S. foods such as hot dogs and hamburgers are preferred by the younger generation. Ramen style soups have fulfilled a niche in the construction and maquila sector. These soups are a quick and inexpensive lunch for thousands of laborers who can't afford to pay for a regular cafeteria meal.

In order to attract new consumers to purchase U.S. food and beverage products, a well-planned marketing campaign at the retail level is needed. This campaign must include sampling and easy-to-read instructions in Spanish on how to use U.S. products in meal preparation. Even though most Salvadorans are accustomed to U.S. products, tasting before purchasing a new product is still the norm in this market.

## **Food Standards and Regulations**

Food safety is in the developing stage in this market. The GOES, through the Ministry of Public Health and Social Assistance (MPHSA), actively monitors and regulates all food safety issues. In addition, the Ministry of Agriculture (MAG) through the Division for Inspection of Animal Origin Products (IPOA) is in charge of assuring safe dairy and meat products to the local consumer. The Ministry of Economy also has a Consumer Protection Agency which actively ensures that all products available in the market are safe for human consumption. Even though all these government agencies try to enforce food safety regulations, many local consumers still value price over safer products. This is specially the case in open air markets where food sanitation is not a priority.

El Salvador does not have an specific Food Law that applies to imported foodstuffs. Instead, the Health Code is the most widely used instrument to enforce local food safety. The MPHSA is in charge of all registrations and authorizations to import, manufacture, and sell foodstuffs, beverages, and any raw materials used in the production process. The most pertinent regulation used to enforce proper health safety on imported foodstuffs is Section 12/Article 88 of the Salvadoran Health Code. This particular article states that in order to import any food or beverages its use must be authorized by a Certificate of Free Sale and Consumption rendered by the Environment Safety Department (DSA) of the MPHSA. Each respective certificate must include the name of the product and its ingredients. Other products such as fresh produce and products of animal origin are regulated by the Plant and Animal

Health Division (DGSVA) of the Ministry of Agriculture.

The Government of El Salvador (GOES) has lacked the initiative to design a program geared towards the implementation of food safety laws with proper enforcement. The main problem has been attributed to limited resources due to the higher priority of the Salvadoran government budgetary outlays associated with the peace process accords. However, local policy makers are beginning to react to criticism by unsatisfied consumers regarding food safety and quality control. A Consumer Protection Law was ratified by the National Assembly and has been in effect since April 1996. According to the law, the Ministry of Economy through the Consumer Protection Agency (DGPC) is the entity that responsible for enforcing all aspects of this law.

Most food products are inspected for safety at the port of entry. In addition the MPHSA carries out random testings at the retail and wholesale level to make sure that foodstuffs comply with all the required health and quality standards. Nevertheless, many unchecked products manage to reach their final destinations due to lack of human resources and infrastructure to control illegal distribution channels.

The trend in food safety in El Salvador is for tighter control and more efficient regulations and there are successful efforts to use Codex Alimentarius norms. Meanwhile, Central American norms and in some instances FDA regulations are being used.

The MPHSA requires the following labeling information for all products sold in El Salvador:

- 1- Label information characteristics
  - 1.1 Name of product
  - 1.2 Net content
  - 1.3 Ingredients
  - 1.4 Additives
- 2- Lot identification number and manufacturing date
- 3- Expiration date
- 4- Preservation instructions
- 5- Name of manufacturer or packaging/distributing company
- 6- Sanitary registration number (provided by DGSVA)
- 7- Country of origin

El Salvador's labeling law requires that the product description be in Spanish, yet there is no enforcement at this time. A large quantity of U.S. food products with only English labels can be seen in the shelves of most supermarket and hypermarkets throughout El Salvador. However, U.S. exporters should be aware that the Salvadoran government is in the revision process of most food laws and could begin enforcing the Spanish labeling requirement in the near future.

In order to determine if a U.S. processed and packaged product can be imported with only the standard U.S. label, it would be necessary to examine U.S. labeling norms and compare them to the general norms of the Codex Alimentarius for labeling of foodstuffs. The National Council for Science and Technology (CONACYT) is currently working on labeling regulations based on the Codex. The GOES has not enforced this policy and food products with only U.S. labels can be seen throughout the distribution chain. However, the GOES is requiring that a sticker in Spanish which includes a list of ingredients, manufacturing method, and expiration date be used until the

requirement of Spanish-English labels can be fully implemented.

Labeling regulations are enforced by the MPHSA through the DSA and the Ministry of Economy through the DGPC. All products should be properly labeled prior to distribution for human consumption.

Sample-size product labeling requirements are identical to those listed above. However, local authorities are a bit lenient with this type of product due to the small quantities that are imported. In addition, most samples are sent through private postal boxes and are seldom inspected by the MPHSA.

Bulk packed or institutional size products are required to visibly display the contents and ingredients either in the container or package. Nutritional labeling is not required by the MPHSA.

According to local health officials the possibility exists that consumers can be misled by U.S. labels exists. This is mainly because most people don't speak or read English and could base their opinion on the picture that is used on the label by U.S. manufacturing companies.

The only requirements for shelf-life of a product is the actual expiration date and manufacturing date. The DGSVA requires a country of origin certificate for all products that are imported to El Salvador.

If inspected and the product fails to meet all relevant labeling rules and regulations the GOES does decide whether that particular product can be imported for human consumption.

Both Uniform Code Council (UCC) and EAN bar codes are acceptable in El Salvador. Bar coding is rapidly becoming an important instrument in the food business. All local supermarket chains signed an agreement to have all of their products coded. The process was handled by the Salvadoran Chamber of Commerce through its Strategic Commercialization Department (DIESCO) and completed in 1996.

### **Import and Inspection Procedures**

Usually when clearing a product through customs, a Customs inspector, a Customs Policeman, and a MPHSA inspector are involved in the process. English is the commercial language used for import documents. On average, it takes approximately 3 to 5 days to clear a product through customs. Most importers use a customs agent to expedite the clearing procedures. At this time, there is no appeals system in place for disputed product rejections. Customs does not generally require import licenses. However, when the imported goods are vegetables or animals, a license from the Ministry of Agriculture is needed to certify that the goods meet local health and sanitary regulations.

The steps in customs clearance for a prepackaged foodstuff are:

1. Request Import Permit from DGSVA.
2. Once the import permit has been granted by DGSVA, the importer must take the sanitary registration, packing list, bill of lading, insurance policy, airway bill,



shipping information and product invoices to the Revenue Department at the Ministry of Finance (Ministerio de Hacienda) to get the policy for payment of import tariff.

3. The import policy has to be cleared by Customs, Customs Police and OIRSA (Regional Organization for Agricultural Sanitation).
4. Customs Police conducts an inspection of the product.
5. When product has been cleared by customs police, it can be withdrawn by the importer.

The newly implemented “autoliquidation” customs procedure, introduced in 1998, allows the importer to declare the value of the merchandise imported and the import duty to be paid. A small percentage of importers still use the old system, under which a Customs official makes the valuation. In early 1999, the Customs Agency introduced an new import/export document processing system known as “Teledespacho”, which consists of electronically linking (via satellite) the importer/exporter and the Customs Agency, so that the importer/exporter can process from his own office all relevant import/export documents. In general, the amount set forth in the commercial invoice is used for tax purposes. If there is doubt about the accuracy of the stated price, Customs assesses its own value (under autoliquidation, 15 percent of importers declarations are checked at random).

Additional information on food standards and regulations, and import and inspection procedures can be found in El Salvador’s Food and Agricultural Import Regulations and Standards (FAIRS) report available through the USDA homepage ([www.fas.usda.gov/scripts/attacherep/default.asp](http://www.fas.usda.gov/scripts/attacherep/default.asp)).

### III. MARKET SECTOR STRUCTURE AND TRENDS

Opportunities for consumer-oriented foods/beverages and edible fishery products are most notable in the retail sector. The main reason is the rapid expansion of the supermarket industry in this market. In 1995 there were a total of 57 stores in El Salvador. By the end of 2000 this number is expected to reach 149 nationwide. Supermarkets currently handle 36 percent of the food retail market. Supermarket growth in working class areas and smaller cities outside the capital is impressive. Consumers are continually switching from the traditional open air markets and mom and pop stores to the convenience offered by the new U.S. style super and hyper markets. Other added services offered by supermarkets such as banking, film developing, dry cleaning, fresh bakery, cafeterias, courier, just to name a few; are luring time pressed customers who seek a one stop establishment to do food shopping and other errands. Well lighted parking and security guards are also a factor in the popularity of supermarket shopping.

Following is a summary of key developments for each sector:

#### Retail Sector

- Reported supermarket sales for 1999 were \$ 373.6 million.
- By the end of 2000 there will be 81 Convenience Stores owned by three gas distributors with estimated sales of \$42.2 million.
- Prepared food stuff imports in 1999 reached \$ 202 million.
- U.S. consumer-oriented and edible fishery product imports were \$34.8 million in 1999.
- Salvadoran retail sector tends to duplicate U.S. pattern of merchandising. Point of Sale (POS) material, sampling and end of aisle displays are emphasized. In addition, newspaper inserts to publish sale items are used.
- Holiday sales such as St. Valentine's, Mother's Day, Secretary day, etc. are very common.
- Internet sales have not reached the retail food sector yet. Some large Department Stores have started this trend.

For additional information on the retail food sector, refer to El Salvador's Retail Food Sector Report available through the USDA Homepage ([www.fas.usda.gov/scripts/attacherep/default.asp](http://www.fas.usda.gov/scripts/attacherep/default.asp)).

<b>Supermarkets, Hypermarkets and Club Outlets</b>	<b>Current Stores</b>	<b>New Stores 1999-2000 (Estimate)</b>
Selectos-La Tapachulteca	55	3
La Despensa de Don Juan	28	1
Todo por Menos (TPM) 1/	21	0
Despensas Familiares 2/	19	5
Pali 3/	5	2
Europa	4	0
Hyper Paiz 4/	1	1
Price Smart 5/	2	1
Coopefa 6/	1	0
<b>TOTAL</b>	<b>136</b>	<b>13</b>

1/ Where sold off to Super Selectos and changed name to De Todito.

2/ Smaller popular area stores owned by Grupo Paiz of Guatemala.

3/ Owned by Mas por Menos of Costa Rica.

4/ Large hypermarket owned by Grupo Paiz of Guatemala.

5/ Joint venture U.S./Salvadoran club style store.

6/ Salvadoran Air Force Coop. sold to La Despensa de Don Juan supermarket.

### **Hotel, Restaurant, Institutional (HRI) Food Service Sector**

- HRI sector size for 1999 is estimated at \$257 million.
- The fastest growing area in the HRI sector is the Corporate Hotel Industry.
- In the period 1999-2000 two new hotels were built and another three were completely remodeled for a total investment of approximately \$65 million.
- All major hotels have established franchise or operational contracts with international hotel chains such as Holiday Inn, Marriott, Radisson Plaza, Choice and Inter-Continental.
- Hotels usually invite international chefs to prepare specialty dishes. An example is a New Orleans "Cajun Style" food festival recently held by a local hotel. This type of promotional activity offers great opportunities for many U.S. consumer-oriented and edible fishery products.
- Wine distributors have capitalized on the growth of hotels and restaurants by continually carrying out promotional/marketing activities. Wine imports reached \$1.6 million in 1999.
- U.S. wine market share in 1999 reached 6.5 percent. Chile, Spain, Italy and France are the largest competitors.
- Fast food restaurants have grown dramatically over the last five years. Pizza Hut alone has over 30 stores nationwide.
- There are only two food service distributors in the market. They mainly specialize in red meats.
- 98 percent of all sales to this sector are handled by the same distributors/wholesalers that tender to the retail sector.
- Price Smart is expecting to capture a large amount of business from the HRI sector by providing economies of scale on larger size packaging.
- This sector is expected to grow 7 percent in 2000.

## **Food Processing Sector**

- The food processing sector in El Salvador is not as developed as in Guatemala or Costa Rica.
- Snack food production is at the top of the list in this sector.
- The DIANA brand produced in El Salvador offers respectable quality for the price, and has roughly 73 percent of the market. In addition, this company is the largest snack producer in Central America and is already exporting certain products to ethnic markets in the U.S.
- Other local snack producers are BOCADELI and IDEAL. These companies are working hard to increase market share and offer a wide variety of snacks.
- U.S. suppliers can take advantage of the need for raw materials from these snack producers.
- Another important industry in this sector is meat processing.
- There are approximately 6 companies which are members of the Salvadoran Meat Processors Association (ASICARNE). Imports of U.S. pork meat by this sector have grown tremendously over the last two years.
- The Salvadoran population is a large consumer of sausage products.
- However, there is strong competition in the processed meat market from Honduras, Guatemala, Costa Rica, Mexico and the U.S.
- There are also two or three large dairy processors in the market. They offer a wide variety of products which include cheese, yogurt, and sweet cream. The dairy industry also has an association called APPLE (Salvadoran Association of Milk Processing Plants).
- The bakery industry is the last component of the food processing sector. Bakery consumption has

- increased tremendously mainly due to the availability of fresh bakery centers in all major supermarket chains.
- In 1999 the food processing industry reached approximately \$187.3 million in size. Growth for this industry is estimated at 8 percent for 2000.

### **Best Market Entry Strategy for New-to-Market Exporters**

New products enter the market in three basic ways. One is by a producer seeking a distributor to carry a product. Another is when a distributor handling a product line is offered or requests new products from a supplier whose brands he already carries. The last, and most common, is when a distributor seeks out suppliers of new products to expand that distributor's line of merchandise.

The decision to distribute a product is normally based on price, availability, and some amount of brand awareness. The advertising on U.S. television which is received in El Salvador by cable or direct t.v. influences decision making also, but the most important factor in deciding between or among various available lines is price.

In this market, distributors normally handle products on an "exclusive" basis, most often as representatives of a line of products. This system has its arguable good and bad points. Given the size of the market, fragmentation of a product line would probably reduce the efficient distribution of products. A distributor of a product line is responsible for any promotional activities which are carried out for those products. Because of this exclusivity by distributors, one consideration for the potential supplier is the possibility of conflict of the supplier's product with a similar item already in the distributor's product line.

Most distributors who deal in exclusive product lines have employees who handle the product line on the shelves and display centers of the supermarkets. It is normal to find several people in a supermarket who work for various distributors, stocking shelves, cleaning individual items of dust, setting up promotional displays, and sometimes handing out samples.

Distributors also carry out ad campaigns in the store, on the radio, television, at sporting events, and in local newspapers. The distributors are fairly sophisticated at this and a budget from the supplier is normally expected for this purpose.

In summary, to introduce a new product to the Salvadoran market it's suggested to appoint a local agent/distributor to handle product distribution. Some sales to supermarket chains can be done directly as this trend is increasing. Once having a local representative, it is highly recommended to do a promotion that includes product information and sampling so that the product becomes well known to the consumer. There have been experiences where even a well known U.S. product, with excellent quality has not sold because customers do not recognize it or do not dare try it. The same is true for frozen products which are just beginning to appeal to the Salvadoran consumer and are viewed by supermarket purchasing managers as an area to be developed. A good place to get acquainted with local distributors are food and beverage shows. Salvadoran distributors like to keep up to date on new developments in the food industry and find food shows as an excellent opportunity to do business.

### **IV. BEST HIGH-VALUE PRODUCT PROSPECTS**

- Processed Fruit and Vegetables
- Breakfast Cereals
- Pet Foods (Dog and Cat)
- Meat Sausages
- Wine
- Ramen Style Soups
- Dairy Products
- Fresh and Frozen Potatoes
- Salad Dressings
- Apples
- Grapes
- Stone Fruit
- Pork Cuts
- Sardines
- Snacks (including candies and chocolates)

Selection criteria has been based on findings through the Unified Export Strategy (UES), market surveillance, and suggestions by industry players.

## V. KEY CONTACTS AND FURTHER INFORMATION

- Office of Agricultural Affairs  
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Contact: Miguel F. Herrera  
Agricultural Specialist  
Address: Blvd. Santa Elena y Calle Conchagua  
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Phone: (503) 279-0569/278-4444, Ext. 1412/1414  
Fax (503) 278-3351  
E-Mail: [herreramf@embsansal.usinfo.org.sv](mailto:herreramf@embsansal.usinfo.org.sv)

### Major Regulatory Agencies

- 1- Agency: Ministerio de Salud Pública y Asistencia Social (MPHSA).  
Departamento de Saneamiento Ambiental (DSA).  
Contact: Ing. Ana Elizabeth Granados  
Address: Alameda Roosevelt, Edificio Laboratorio Central  
Dr. Max Bloch, San Salvador.  
Phone: (503) 221-0976 Ext. # 105, 271-3607/1282  
Fax: (503) 260-6835  
E-mail: [dpsanamb@es.com.sv](mailto:dpsanamb@es.com.sv)

- 2- Agency: Ministerio de Agricultura y Ganadería.

Dirección General de Sanidad Animal y Vegetal.  
Contact: Ing. Luis Rafael Arevalo  
Address: Final 1 Ave. Norte, Santa Tecla,  
La Libertad, El Salvador.  
Phone: (503) 288-5220/5252  
Fax: (503) 228-9029

### Local Contacts

- 1- Agency: Ministerio de Economía. Dirección General de Protección al Consumidor.  
Contact: Lic. Antonio Rafael Mendez Llort  
Address: Plan Maestro, Centro de Gobierno entre Calle Guadalupe y Avenida Juan Pablo II, San Salvador.  
Phone: (503) 221-3584/281-1122  
Fax: (503) 221-3586
- 2- Agency: Centro para la Defensa del Consumidor  
Contact: Lic. José Armando Flores  
Address: Urbanización La Florida, Pasaje Las Palmeras y final Pasaje Los Pinos # 8 San Salvador.  
Phone: (503) 260-8612/260-8613  
Fax: (503) 260-2621
- 3- Agency: Camara de Comercio e Industria de El Salvador. (Salvadoran Chamber of Commerce)  
Contact: Maria del Rosario de Barriere  
Address: 9 Avenida Norte y 5 Calle Poniente, San Salvador.  
Phone: (503) 271-2055/281-6622  
Fax: (503) 271-4461
- 4- Agency: Dirección General de Sanidad Animal y Vegetal. Division de Cuarentena. (Quarantine Division)  
Contact: Dr. Oscar Luis Meléndez  
Address: Final 1 Ave. Norte, Santa Tecla, La Libertad, El Salvador.  
Phone: (503) 288-0083  
Fax: (503) 288-5040

5- Agency: Dirección de General Sanidad Animal  
y Vegetal. Departamento de Inspección  
de Productos de Origen Animal (IPOA).  
(Animal Origin Product Inspection Division)

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6- Agency: Regional Organization for Agricultural  
Sanitation (OIRSA)

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7- Agency: National Council for Science and  
Technology (CONACYT)

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8- Agency: Salvadoran Distributors Association (ADES)

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**APPENDIX I. STATISTICS****A. KEY TRADE & DEMOGRAPHIC INFORMATION - 1999**

Agricultural Imports From All Countries (\$Mil)/U.S. Market Share (%)	626/40
Consumer Food Imports From All Countries (\$Mil)/U.S. Market Share (%)	297/24
Edible Fishery Imports From All Countries (\$Mil)/U.S. Market Share (%)	6/15
Total Population (Millions)/Annual Growth Rate (%)	6.2/2.0
Urban Population (Millions)/Annual Growth Rate (%)	3.6/1.2
Number of Major Metropolitan Areas 1/	1
Size of Middle Class (Millions)/Growth Rate (%) 2/	1.2/1.5
Per Capita Gross Domestic Product (U.S. Dollars)	2,016
Unemployment Rate (%)	7.8
Per Capita Food Expenditures (U.S. Dollars)	872.5
Percent of Female Population Employed	42
Exchange Rate (U.S. \$1=X.X Colones)	8.75

1/Population in excess of 1,000,000.

2/Households earning \$400 per month and above.



El Salvador Imports (In Millions of Dollars)	Imports from the World			Imports from the U.S.			U.S. Market Share		
	1997	1998	1999	1997	1998	1999	1997	1998	1999
	(\$ Millions)			(\$ Millions)			(Percent)		
<b>CONSUMER-ORIENTED AG TOTAL</b>	236	259	297	53	60	71	22	23	24
Snack Foods (Excl. Nuts)	20	20	21	2	2	3	9	11	13
Breakfast Cereals & Pancake Mix	8	11	11	1	1	2	16	13	22
Red Meats, Fresh/Chilled/Frozen	20	22	25	1	2	3	0.12	9	10
Red Meats, Prepared/Preserved	5	10	10	1	2	2	26	17	21
Poultry Meat	1	1	1	1	1	1	23	17	29
Dairy Products (Excl. Cheese)	47	47	50	4	5	5	8	10	11
Cheese	17	13	16	2	2	4	11	17	24
Eggs & Products	1	3	3	1	1	1	41	18	48
Fresh Fruit	16	19	29	8	8	10	50	44	34
Fresh Vegetables	3	4	13	1	1	1	19	16	6
Processed Fruit & Vegetables	10	11	14	3	3	5	29	28	34
Fruit & Vegetable Juices	8	7	8	2	1	1	19	16	16
Tree Nuts	1	1	1	1	1	1	15	19	19
Wine & Beer	2	3	4	1	1	1	28	34	21
Nursery Products & Cut Flowers	1	1	1	1	1	1	23	11	11
Pet Foods (Dog & Cat Food)	2	2	2	1	1	1	75	50	48
Other Consumer-Oriented Products	76	85	90	27	29	31	36	35	35
<b>FISH &amp; SEAFOOD PRODUCTS</b>	6	8	6	1	1	1	8	7	15
Salmon	1	1	1	1	1	1	83	46	48
Surimi	1	0	1	0	0	1	0	0	88
Crustaceans	1	1	1	1	1	1	49	56	53
Groundfish & Flatfish	1	1	1	1	0	1	75	0	24
Molluscs	1	1	1	1	1	1	80	81	43
Other Fishery Products	5	7	5	1	1	1	4	2	5
<b>AGRICULTURAL PRODUCTS TOTAL</b>	539	552	593	267	253	245	50	46	41
<b>AGRICULTURAL, FISH &amp; FORESTRY TOTAL</b>	568	588	626	269	256	249	47	44	40

Source: FAS' Global Agricultural Trade System using data from the United Nations Statistical

## B. CONSUMER FOOD & EDIBLE FISHERY PRODUCT IMPORT

**EL SALVADOR IMPORTS****CONSUMER-ORIENTED AG TOTAL (\$1,000)**

	1997	1998	1999
United States	52,693	60,223	70,845
Guatemala	46,290	54,832	66,622
Mexico	17,864	22,023	33,237
Nicaragua	25,010	26,205	30,064
Costa Rica	20,082	20,421	25,493
Honduras	19,906	15,747	17,661
New Zealand	12,947	11,429	11,810
Chile	4,363	5,006	6,335
Netherlands	6,932	9,925	6,177
Denmark	2,270	7,051	5,011
Panama	3,279	3,844	3,499
Canada	1,478	1,596	2,869
Germany	4,981	4,226	2,365
Australia	0	138	1,944
Austria	0	827	1,811
Other	18,121	15,737	11,711
World	236,234	259,227	297,463

**FISH & SEAFOOD PRODUCTS (\$1,000)**

	1997	1998	1999
United States	451	575	844
Costa Rica	4,095	5,168	3,186
Morocco	282	417	496
Honduras	6	35	275
Norway	675	648	270
Chile	81	164	214
Panama	52	172	171
Nicaragua	27	42	64
Guatemala	21	21	62
Colombia	0	0	51
Spain	35	94	48
Mexico	59	62	44
Peru	23	5	33
Thailand	0	44	21
Italy	2	0	1
Other	37	457	0
World	5,847	7,911	5,783

Source: United Nations Statistics Division

**C. TOP 15 SUPPLIERS OF CONSUMER FOODS & EDIBLE FISHERY PRODUCTS**